[Amend claims 2-41 as follows:]

2. (Twice Amended) A method of processing signals at a receiver station, said receiver station having a computer and an output device to deliver [at the output device] at least one of a combined [or] and a sequential output of a program and a receiver specific datum, said method comprising the steps of:

(a) receiving one of a broadcast [or] and a cablecast information transmission [comprising] containing at least one [or more] control [signals] signal;

(b) selecting at least one of a television, radio, print, [or] and multimedia program and transferring said at least one of a television, radio, print, [or] and multimedia program to [the] said output device for delivery to a user;

(c) detecting at least a first [instruct] of said at least one control signal in [the] said information transmission and passing said detected at least said first [instruct] of said at least one control signal to said computer;

(d) generating at least a first receiver specific datum by processing information [that is] stored in said computer in response to at least said first of said at least one control signal;

(e) communicating at least said first receiver specific datum to said output device; and [subsequently]

(f) ceasing to communicate said at least a first receiver specific datum to said output device.

3. (Amended) The method of claim 2, further comprising the step of receiving said at least one of a television, radio, print, [or] and multimedia program from a remote station.

4. (Amended) The method of claim 2, further comprising the steps of:

generating at least a second receiver specific datum;

detecting [a first further] at least a second [instruct] at least one control signal and passing said [first further] at least a second instruct signal to said computer; and

delivering at [the] said output device a second one of a combined [or] and a sequential output of said program and said at least a second receiver specific datum by controlling said computer to communicate said at least a second receiver specific datum to said computer in response to said at least a first [further instruct] of said at least one control signal.

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5. (Amended) The method of claim 2, further comprising the steps of:

storing said at least one of a television, radio, print, [or] and multimedia program on a programming storage device;

[playing] retrieving said at least one of a television, radio, print and multimedia program from said programming storage device and communicating said at least one of a television, radio, print, [or] and multimedia program [from said programming storage device] in an information transmission; and

detecting one of said at least a first [named instruct] of said at least one control signal [or] and at least one [or more] further instruct signals in said information transmission;

passing [one or more instruct signals detected in said information transmission] at least one of said first at least one control signal and said second at least one control signal to said computer; and

controlling said computer in response to said [passed one or more instruct signals] said at least one of said at least one control signal and said second at least one control signal.

6. (Amended) A method of controlling a remote intermediate mass medium program transmitter station to communicate mass medium program material to a remote receiver station and controlling said remote receiver station to deliver an individualized mass medium program presentation, said method [of controlling] comprising the steps of:

[(1)] receiving [a unit of] mass medium programming [to be transmitted by the remote intermediate mass medium transmitter station] and delivering said [unit of mass] medium programming to [a] an origination transmitter;

[(2)] receiving at least one [or more] instruct [signals] signal at said remote intermediate mass medium transmitter station, said at least one instruct [signals operate] being operable at [the] said remote receiver station to generate [a] at least one receiver specific datum for presentation in a specific type of programming presentation[, and communicating said one or more instruct signal to said transmitter];

[(3)] receiving at least one [or more] control [signals] signal at said remote intermediate mass medium transmitter station, said at least one control [signals operate] signal being operable at [the] said remote intermediate mass medium transmitter station to control [the] communication of at least a portion of said [unit of] mass medium programming [or] and said at least one [or more] instruct [signals] signal; and

[(4)] transmitting from said remote intermediate mass medium transmitter section [an] at least one information transmission [comprising] containing said [unit of] at least a portion of said mass medium programming and said at least one [or more] instruct [signals] signal, at least said portion of said [unit of] mass medium programming [or] and said at least one [or more] instruct [signals] signal being transmitted in accordance with said at least one [or more] control [signals] signal.

7. (Amended) The method of claim 6, wherein said at least a portion of said mass medium program comprises at least one of audio [or] and text.

8. (Amended) The method of claim 6, wherein said at least a portion of said mass medium program [is] comprises a television program.

9. (Amended) The method of claim 6, wherein said at least one [or more] instruct [signals comprise some] signal comprises downloadable [executable] code.

10. (Amended) The method of claim 6, wherein at least one of (i) said [specific time is a] at least one control signal includes at least one scheduled time of transmitting said [one or more units of] mass medium programming [at] from said remote intermediate mass medium program transmission station [or] and (ii) said at least one [or more] control [signals are] signal is effective at [the] said remote intermediate mass medium program transmission station to control at least one [or more of said plurality of] selective [transmission devices at different] transfer devices at a plurality of times.

11. (Amended) A method of controlling a remote intermediate [data] transmitter station to communicate [data] at least one instruct signal to at least one [or more] receiver [stations] station, [with] said remote intermediate transmitter station including at least one of a broadcast [or] and a cablecast transmitter [for transmitting one or more signals which are effective at a receiver station to instruct a computer or processor], a plurality of selective [transmission] transfer devices each operatively connected to said at least one of said broadcast [or] and said cablecast transmitter [for communicating a unit of data], a receiver for receiving said at least one instruct signal from at least one origination transmitter station, a control signal detector, and one of a controller [or] and a computer capable of controlling at least one [or more] of said plurality of selective [transmission] transfer devices, [and with] said remote intermediate data transmitter station being adapted to detect [the presence of] at least one [or more] control [signals] signal, to control the communication of [specific] at least one instruct [signals] signal in response to [detected specific] said at least one control [signals] signal, and to deliver at [its] said at least one of said broadcast [or] and said cablecast transmitter said at least one [or more] instruct [signals]signal, said method [of communicating] comprising the steps of:

[(1)] receiving [an] said at least one instruct signal [to be transmitted by the remote intermediate data] at said at least one origination transmitter station and delivering said at least one instruct signal to [a] at least one origination transmitter, said at least one instruct signal being effective at [a] said at least one receiver station to generate [a] at least one receiver specific datum for presentation in a specific type of programming presentation;

[(2)] receiving said at least one [or more] control [signals] signal which at [the] said remote intermediate data transmitter station [operate to control the] controls communication of said at least one instruct signal; and

[(3)] transmitting said at least one [or more] control [signals] signal [to] from said at least one origination transmitter before a specific time.

12. (Amended) The method of claim 11, further comprising the step of embedding a specific one of said at least one [or more] control [signals] signal in one of said at least one instruct signal [or] and in an information transmission containing said at least one instruct signal before transmitting said at least one instruct signal to said remote intermediate transmitter station.

13. (Amended) The method of claim 11, wherein said specific time is a scheduled time of transmitting one of said at least one instruct signal [or] and some information associated with said at least one instruct signal from said remote intermediate [data] transmitter station, and said at least one [or more] control [signals are] signal being effective at said remote intermediate [data] transmitter station to control at least one [or more] of said plurality of selective [transmission] transfer devices at different times.

14. (Amended) A method of controlling at least one [or more] of a plurality of receiver stations each of which includes a mass medium program receiver, a signal detector, at least one of a computer, [or] and a processor, [and with] each one of said plurality of receiver [station] stations being adapted to detect the presence of at least one [or more] control [signals] signal and to input a viewer reaction to a specific offer

communicated in a mass medium program, said method [of controlling] comprising the steps of:

[(1)] receiving an instruct signal at a transmitter station and delivering said instruct signal to [a] at least one transmitter, said instruct signal being effective at [a] said at least one of said plurality of receiver [station] stations to generate [a] at least one receiver specific datum for presentation in a specific type of programming presentation;

[(2)] receiving at least one of [a] code [or] and a datum at said transmitter station, said at least one of said code [or] and said datum [designates] designating at least one of said at least one instruct signal [or a] and said viewer reaction [to an offer communicated in a mass medium program];

[(3)] receiving at least one [or more] control [signals] signal at said transmitter station, said at least one [or more] control [signals] signal being effective at [the] said at least one [or more] of said plurality of receiver stations [operate] to at least one of identify [or] and select at least one of said at least one instruct signal;

[(4)] transferring (i) said at least one of said code [or] and said datum [or] and (ii) said at least one [or more] control [signals] signal to [a] said at least one transmitter [at said transmitter station]; and

[(5)] transmitting said at least one instruct signal, said at least one of said code [or] and said datum and said at least one [or more] control [signals] signal from said transmitter station.

15. (Amended) The method of claim 14, wherein at least one of said at least one [or more] control [signals or said] signal, said code [or] and said datum is embedded in one of a television signal [or] and in a signal containing a television program.

16. (Amended) The method of claim 14, wherein said at least one [or more] control [signals are] signal is effective to output a viewer order for [said designated] at least one of a product [or] and a service, said method further comprising the steps of communicating to said transmitter and transmitting some information which is effective at [the] said receiver station to at least one of select [or] and assemble specific information to communicate to said remote data collection site.

17. (Amended) The method of claim 14, wherein said at least one [or more] control [signals incorporate some of some] signal includes downloadable [executable] code.

18. (Amended) The method of claim 14, wherein said mass medium program [is] includes text.

19. (Amended) A method of generating and encoding signals to control a presentation, said method comprising the steps of:

receiving a program [that contains] containing video information;

receiving an instruction, said instruction designating [supplemental] additional program material and having effect at a receiver station to generate [a] at least one receiver specific datum for presentation [in a specific type of programming presentation] with said program;

encoding said instruction, [said step of encoding] including translating said instruction [to] into a control signal, said control signal being operable for directing an ancillary processor to [perform said specified coordination of] coordinate said at least

one of said [supplemental] additional program material and said at least one receiver specific datum [indicated by said instruction] with said program; and

storing said control signal [from said step of encoding, said control signal] in conjunction with said program, [said supplemental program material and] said ancillary processor [controlling] to be operable to control presentation of said program and at least one of said [supplemental] additional program material and said at least one receiver specific datum.

20. (Amended) The method of claim 19 wherein said [supplemental] additional program material is stored at the same location as said ancillary processor, and said at least one control signal [from said step of encoding] directs said ancillary processor to generate a video overlay that is coordinated with said video information [in said program].

21. (Amended) The method of claim 20 further comprising the step of:

transmitting a combined video signal from said program and said video overlay [generated by said ancillary processor over a broadcast or cablecast network] to a plurality of receiver stations.

22. (Amended) The method of claim 20 further comprising the step of:

transmitting a combined video signal from said program and said video overlay [generated by said ancillary processor] to a video display.

23. (Amended) A method of controlling at least one of a plurality of receiver stations each of which includes at least one of a broadcast [or] and a cablecast signal

receiver, at least one processor, a signal detector[, said signal detector] adapted to receive signals from a [broadcast or cablecast signal] transmitter, [and] said processor being programmed to respond to signals from said signal detector, [and] said method [of controlling] comprising the steps of:

[(1)] receiving at at least one of a broadcast [or] and a cablecast transmitter station [an] at least one instruct signal which is effective at [the] said at least one of said plurality of receiver [station] stations to generate [a] at least one receiver specific datum for presentation in a specific type of programming presentation;

[(2)] transferring said at least one instruct signal from said at least one of a broadcast and a cablecast transmitter station to [a] at least one transmitter;

[(3)] receiving at least one [or more] control [signals] signal at said at least one of said broadcast and said cablecast transmitter station, said at least one control [signals identifying] signal designating said at least one [specific] of said plurality of receiver [station] stations [in which said instruct signal is addressed]; and

[(4)] transferring said at least one [or more] control [signals] signal [from said transmitter station] to [a] said at least one transmitter, said at least one transmitter [station broadcasting or cablecasting] transmitting said at least one instruct signal and said at least one [or more] control [signals] signal to said plurality of receiver stations.

24. (Amended) The method of claim 23, wherein one of said at least one instruct signal [or] and said at least one control signal is embedded in [the] a non-visible portion of a television signal.

25. (Amended) The method of claim 23, wherein said at least one [or more] control [signals] signal identifies at least two of said plurality of receiver stations asynchronously, [and] each of said at least two of said plurality of receiver stations receive and respond to said instruct signal asynchronously.

26. (Amended) The method of claim 23, wherein a switch communicates signals selectively from [a] said at least one of said plurality of receiver stations and one of a memory [or] and a recorder to [a] said transmitter, said method further comprising one step selected from the group consisting of:

detecting [a] said at least one control signal which is effective at [the] said one of a broadcast and a cablecast transmitter station to instruct communication;

determining a [specific signal] source from which to communicate [a signal] said signals to [a] said transmitter;

controlling said switch to communicate [a signal] said signals to said transmitter in response to [a] said at least one control signal which is effective at [the] said transmitter station to instruct communication;

controlling said switch to communicate [a signal] said signals from a [selected signal] source; and

controlling said switch to communicate to said one of a memory [or] and a recorder, [a signal] at least one second instruct signal which is effective at [the] said at least one of said plurality of receiver [station] stations to instruct.

27. (Amended) The method of claim 23, wherein a controller controls a switch to communicate to [a] said transmitter a selected signal, said method further comprising one step from the group consisting of:

detecting [a] said selected signal which is effective at [the] said one of broadcast and a cablecast transmitter station to instruct [transmission];

inputting to said controller [a] said signal which is effective to control said switch;

controlling said switch to communicate [one or more signals] said signal according to a transmission schedule;

controlling said switch to communicate from [a specific] at least one of a plurality of signal sources; and

controlling said switch to communicate [a] signal to [a selected] at least one of a plurality of transmitters.

28. (Amended) The method of claim 23, further comprising one step from the group consisting of:

transmitting to [a] said at least one of said plurality of receiver [station] stations at least one [or more data that designate] datum designating one of a time [or] and a channel [of] for transmission of said at least one instruct signal or [that specify] specifying one of the title of [or some] and subject matter contained in a unit of mass medium programming [or] and data associated with said at least one instruct signal; and

transmitting to [a] said at least one of said plurality of receiver [station a] stations said at least one control signal to cause said at least one of said plurality of receiver

[station] stations to tune to a [broadcast or cablecast] transmission containing a specific one of said at least one instruct signal.

29. (Amended) The method of claim 23, wherein said at least one [or more] control [signals] signal further [comprise] includes downloadable [executable] code targeted to said at least one processor at at least one [or more] of said plurality of receiver stations, said downloadable [executable] code [programming] being effective to program one of the way [or] and the method in which said at least one processor responds to said at least one instruct signal.

30. (Amended) The method of claim 23, wherein said at least one of said plurality of receiver [station] stations is adapted to detect [the presence] at least a portion of said at least one control signal [or programmed to respond to] and said at least one instruct signal on the basis of [the] a varying location [of a signal] in an information transmission, said method further comprising the step of [causing] transmitting said at least [some of] said portion of said at least one control signal [or] and said at least one instruct signal [to be transmitted] in said varying location.

31. (Amended) [An interactive] A method for multimedia programming promotion and delivery for use with an interactive mass medium program output apparatus, said method comprising the steps of:

displaying a mass medium program that promotes multimedia programming, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program whether said subscriber wants said multimedia programming [promoted in said step of displaying], said interactive mass medium program output apparatus having an output device for outputting said multimedia programming;

receiving a reply from said subscriber at said input device in response to said step of prompting [said subscriber], said interactive mass medium program output apparatus having a processor for processing said subscriber reply and controlling delivery of said multimedia programming in response to instructions;

delivering said instructions at said interactive mass medium program output apparatus in response to said step of receiving [a] said reply, said instructions being effective for controlling said interactive mass medium program output apparatus;

processing said [instruction] instructions [from said step of delivering], said instructions being further effective to generate [a] at least one receiver specific datum for [presentation] output in a [specific type of programming] presentation of said multimedia programming; and

presenting said multimedia programming on the basis of said instructions.

32. (Amended) The method of claim 31, wherein [one or more of] said instructions [is] are embedded in [the] at least one of a non-visible [or] and a non-audible portion of [a] said mass medium program [signal].

33. (Amended) The method of claim 31, wherein information evidencing at least one of the availability, use [or] and usage of one of said mass medium program [or] and said multimedia programming is at least one of stored [or] and communicated

to a remote data collection station, said method further comprising the step of selecting [evidence] information that one of identifies [or] and designates at least one [or more] of:

(1) a mass medium program;

(2) a use of programming;

(3) a transmission station;

(4) a receiver station;

(5) a network;

(6) a broadcast station;

(7) a channel on a cable system;

(8) a time of transmission;

(9) a unique identifier datum;

(10) a source or supplier of data;

(11) a publication, article, publisher, distributor, or an advertisement; and

(12) an indication of copyright.

34. (Amended) The method of claim 31, wherein said instructions [incorporate executable] include code, said method further comprising the steps of communicating said [executable] code to said processor and performing, on the basis of said [executable] code, one step selected from the group consisting of:

(1) receiving a signal containing said multimedia programming;

(2) actuating one of a video, an audio, [or] and a print output device[, as appropriate,] to output said multimedia programming;

(3) decrypting at least a portion of said multimedia programming;

(4) controlling a selective [transmission] transfer device to communicate said selected specific output to said [selected specific] output device;

(5) generating a receiver specific datum to present with said multimedia programming; and

(6) delivering a receiver specific datum at said interactive mass medium program output apparatus one of simultaneously [or] and sequentially with one of said mass medium program [or] and said multimedia programming.

35. (Amended) [An interactive] A method for promotion and delivery of computer instructions for use with an interactive mass medium program output apparatus, said method comprising the steps of:

displaying a mass medium program [that promotes one or more] promoting at least one computer [instructions] instruction which [are] is effective to control in a specific type of programming presentation, said interactive mass medium program output apparatus, said interactive mass medium program output apparatus having an input device to receive input from a subscriber;

prompting said subscriber during said mass medium program whether said subscriber wants said at least one [or more] computer [instructions] instruction [promoted in said step of displaying], said interactive mass medium program output apparatus having a memory for storing at least one of [a] code [or] and a datum;

receiving [an] a reply from said subscriber at said input device in response to said step of prompting [said subscriber], said interactive mass medium program output apparatus having a processor for processing said subscriber reply;

processing said reply from said step of receiving [a reply] and selecting said at least one of [a] code [or] and said datum designating said computer instructions, said interactive mass medium program output apparatus having a transmitter for communicating subscriber information to a remote site;

communicating said selected at least one of said code [or] and said datum to a remote site;

delivering said at least one [or more] computer [instructions] instruction to said processor; and

generating [a] at least one receiver specific datum for presentation in said specific type of programming presentation on the basis of said delivered at least one [or more] computer [instructions] instruction.

36. (Amended) The method of claim 35, wherein information evidencing one of the availability, the use [or] and the usage of said at least one computer [instructions] instruction are one of stored at said interactive mass medium program output apparatus [or] and communicated to a remote data collection station, said method further comprising the step of selecting [evidence] information that one of identifies [or] and designates at least one [or more] of:

(1) a mass medium program;

(2) a use of data;

(3) a transmission station;

(4) a receiver station;

(5) a network;

(6) a broadcast station;

(7) a channel on a cable system;

(8) a time of transmission;

(9) a unique identifier datum;

(10) a source or supplier of data;

(11) a publication, article, publisher, distributor, or an advertisement; and

(12) an indication of copyright.

37. (Amended) The method of claim 35, wherein said interactive mass medium program output apparatus receives some downloadable [executable] code from a remote site, said method further comprising the steps of communicating said downloadable [executable] code to said processor and performing, on the basis of said [executable] downloadable code, one step selected from the group consisting of:

(1) receiving a signal containing said at least one computer [instructions] instruction;

(2) actuating one of a video, an audio, [or] and a print output device[, as appropriate,] to output at least one of said at least one computer [instructions or] instruction and processed information of said at least one computer [instructions] instruction;

(3) decrypting at least some of said at least one computer [instructions] instruction;

(4) controlling a selective [transmission] transfer device to communicate at least some of said at least one computer [instructions] instruction to one of a storage device [or] and an output device;

(5) generating a receiver specific datum to present with said at least one computer [instructions] instruction; and

(6) delivering a receiver specific datum at said interactive mass medium program output apparatus one of simultaneously [or] and sequentially with at least one of said mass medium program [or] and said at least one computer instructions.

38. (Amended) A method of controlling a receiver station including the steps of:

detecting one of [the] a presence [or] and an absence of at least one of a broadcast [or] and a cablecast control signal;

inputting an instruct-to-react signal to a processor based on said step of detecting [the presence or absence of a control signal];

controlling said processor to output specific information in response to said step of inputting [an instruct-to-react signal]; and

generating [a] at least one receiver specific datum for presentation in a specific type of programming presentation on the basis of information received from said processor based on said step of controlling [a processor].

39. (Amended) The method of claim 38, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

bypassing said buffer and inputting said instruct-to-react signal directly to said processor.

40. (Amended) The method of claim 38, wherein said processor processes a datum designating one of a television channel [or] and a television program, said method further having one step [of] selected from the group consisting of:

controlling a tuner to [tune a receiver to] receive [the] one of a television channel [or] and a television program designated by said processed datum;

controlling a selective [transmission] transfer device to input to a control signal detector at least some portion of [the] said one of a television channel [or] and a television program designated by said processed datum;

controlling a control signal detector to search for at least one [or more] control [signals] signal in [the] said one of a television channel [or] and a television program [designated by said processed datum];

controlling a selective [transmission] transfer device to input to a computer, said at least one control [signals] signal detected in [the] said one of a television channel [or] and a television program [designated by said processed datum];

controlling a computer to respond to said at least one control [signals] signal detected in [the] said one of a television channel [or] and a television program designated by said processed datum;

controlling a television monitor to display one of video [or] and audio contained in [the] said one of a television channel [or] and a television program [designated by said processed datum];

controlling a video recorder to one of record [or] and play said one of video [or] and audio contained in [the] said one of a television channel [or] and a television program [designated by said processed datum]; and

controlling a selective [transmission] transfer device to communicate to one of a video recorder [or] and a television monitor, [the] said one of a television channel [or] and a television program [designated by said processed datum].

41. (Amended) The method of claim 38, wherein said processor processes a datum designating at least one [or more specific channels] channel of a multichannel [cable or broadcast] signal, said method further having one step [of] selected from the group consisting of:

controlling a [tuner to tune a] converter to receive [the] said at least one [or more] specific channels designated by said processed datum;

controlling a selective [transmission] transfer device to input to a control signal detector at least some portion of [the] said at least one [or more specific channels] channel designated by said processed datum;

controlling a control signal detector to search for at least one [or more] control [signals] signal in [the] said at least one [or more specific channels] channel designated by said processed datum;